

JANUARY NUMBER 1905

THE LARKIN IDEA

50 CENTS A YEAR



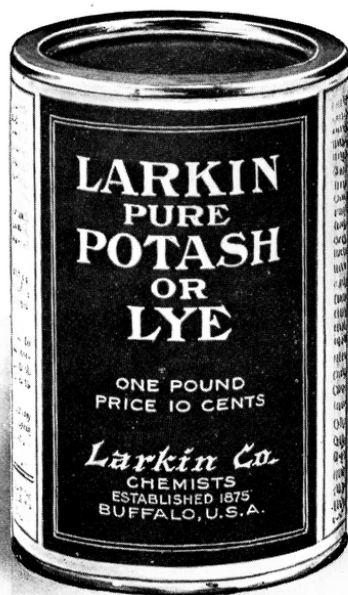
**"I WISH YOU ALL A
HAPPY NEW YEAR"**

LARKIN Pure Potash or Lye

PULVERIZED.

HIGH TEST.

CONVENIENT SIFTING TOP.



Price per 1-lb. can, 10 cents.

THIS WILLING SERVANT IS NOW READY FOR
LARKIN HOMES.

Chemists.

Larkin Co.
Established, 1875.

Buffalo, N. Y.



Our New Year's Greeting.

We wish you all a Happy New Year! Happiness is within the reach of those who want it—we hope every Larkin customer will obtain a bountiful share. May your habitation be indeed a Sweet Home Safeguarded with the Golden Glow of rich and ennobling thoughts, and may your share of the World's Work be accomplished with a cheerfulness that will keep you and those around you perpetually and supremely happy! Honor Bright!

HOW LARKIN MADE THE NEW YEAR HAPPY.

BY TIRZA RICHMOND.

CHAPTER I.

As little New Year came tripping along,
 Ringing his bells and singing his song,
 He saw on the boundary of earth and sky
 An elfish brown figure drawing nigh.
 "Ho! Ho! New Year," cried the goblin bold,
 "What's that under your arm you hold?"
 "This is the book for 'naughty-five'
 Which I to spotless keep must strive."
 A sneering laugh the goblin gave,
 "You couldn't do that your life to save,"
 And quick as a flash he hurled the book
 Into a dark and muddy nook;
 Then, holding his sides in wicked mirth,
 Slid on a moonbeam into the earth.

CHAPTER II.

New Year's sighs, as he wiped each page,
 Brought to his aid a fairy sage
 Who eagerly cried: "O little New Year,
 How can it be you linger here
 When all the world is waiting to write
 Some kindly deed on your pages white?—
 O-o-h, who could have been so mean!

But come with me ; one place I've seen
 I know can help. 'Tis of world-wide fame
 And evil spirits ne'er *whisper* its name ;
 It is so bright and wondrous clean
 'Tis next to heaven's land, I ween.
 Ah ! There it is. How soon we're here !
 Don't look so sad, dear little New Year."

CHAPTER III.

When Larkin heard the pitiful tale,
 He said, "We've no such word as fail ;
 Our 'Honor Bright' will clean each spot
 And leave not even a single blot."
 Then he just proved that his word was good,
 As every honorable merchant should.
 "For this great kindness," New Year cried,
 Holding the book in conscious pride,
 "All blessing now on you I pour,
 Since a Happy New Year you've made once more."

ABOUT THE LARKIN IDEA.

At the beginning of a new year we cordially invite suggestions from our readers on THE LARKIN IDEA.

Tell us if anything in the magazine does not interest you ;

Tell us which features please you best ;

Tell us what new features you would like to see introduced.

THE LARKIN IDEA is published primarily as a medium for the latest news of the Larkin business, and as a disseminator of that news we have ample evidence of its acceptability and effectiveness. But the *Larkin* idea, which is never selfish, is founded upon co-operation ; co-operation means joint operation or endeavor, a working together ; therefore, your suggestions of any features that will make your magazine and ours more helpful to you and to all patrons will be thankfully received and carefully considered.

Also, we invite from our customers true stories of their effort and success in obtaining aid from the Larkin Factory-to-Family Idea in accomplishing specific objects. The

statement in this number of the Dartmouth College student who furnished his college room is a sample of this kind of story.

If the Larkin Idea has facilitated the college education of a young man or woman, if it has furnished a home for a young couple, or beautified one or more rooms in a home, if it has made a life sweeter or easier for anyone, let the readers of THE LARKIN IDEA know of it and thus win the reward of the gratitude of many by furnishing inspiration for their activity.

It does not require literary skill to write us the important facts. Plain statements are not difficult to make ; they are best and most interesting.

WASTE NOT, WANT NOT.

The wastefulness of bottled bluing is great. Perhaps as much liquid bluing is lost, by breakage, by freezing and by spilling, as is actually used in the laundry tub.

Larkin Ball Blue avoids all waste and makes clothes white, which liquid blue never does ; instead, liquid blue makes them greenish-yellow.

KITCHEN FURNISHINGS AND ARRANGEMENT.

BY EVA RYMAN-GAILLARD.

When discussing the good or bad features of kitchens in general, size is often named as the most important factor, though in reality far more depends on the furnishings and their arrangement. The large kitchen may be an ideal place in which to work if properly furnished, but otherwise it requires an amount of walking that would "do up" a professional pedestrian.

Even when the table can be near the pantry or store-room door there is a constant stepping back and forth for the things needed while working; but when, in order to accommodate the table to available space or light, it must be on the opposite side of the room, the "stepping" becomes walking, and it is walk, walk, *walk* day after day, year in and year out.

On the other hand, the very small kitchen is so cluttered that work is made doubly hard by having constantly to move things in order to get at the particular one wanted, unless there is some very compact arrangement whereby things can be kept get-at-able. If the kitchen walls are finished in wood, hooks may be inserted and dozens of things hung within reach of the hand, which usually are kept in cupboard or pantry; but if the walls are of plaster and it is not convenient to have panels of wood inserted, rods may be put up in rack form. To do this, get large screw rings and put into the wall; put wooden rods through the rings, and screw small hooks into the rods.

Among the furnishings which make work easier and pleasanter, a

kitchen cabinet is fairly entitled to first place, for no one article among kitchen furnishings can compare with it as a step- and time-saver. If the full value of a cabinet is to be had, attention must be paid to quality of material and manner of construction, as well as to size and plan of arrangement. The ones made of thoroughly seasoned woods and so carefully constructed that there is no warping or pulling apart, will last a lifetime, and supplies kept in them are shut from the air and dust far more effectually than in any ordinary cupboard.



The cabinet shown on this page has flour bin, divided to hold two kinds of flour; one moulding-board, one cutting-board, three cupboards and six drawers, besides the large work-table top. Now who can estimate the number of steps saved by assembling, within reach of the hand, all the supplies and utensils which may be kept in it?

SOAP JELLY.

For cleaning lace, or delicate bits of laundry-work where soap cannot be directly rubbed on the piece you are washing, soap-jelly is most satisfactory.

Take all the odd bits of soap you have, cover them with water and stand back on the range, heating and adding, little by little, more water, until the whole cooks into a jelly. With this, cover the piece to be washed, and let it stand awhile before rubbing. The soap-jelly will loosen the dirt, and make the actual cleaning easy.

MAKING READY FOR THE TOILET TABLE

WHEN Perfumes and Toilet Articles have been produced the greater part of the work involved in their manufacture has been accomplished, but they must be bottled and packed into suitable containers. In filling the bottles, cans, jars and cartons, many hands and many brains are engaged, and each step in the work abounds in interesting features.

Bottles are shipped from the glass factories to us in car lots. Each bottle is of a given weight and will hold a given amount. All bottles that do not meet requirements of capacity and weight are condemned at the glass factory and destroyed. To fashion a bottle in the correct size and weight requires dexterous blowing, but experienced glassmen seldom make mistakes, and the bottles seem fairly to leap into form, all eager for their dainty burdens.

The mouths and stoppers of the Perfume bottles are all ground together to fit perfectly, and a stopper will fit only the bottle with which it is ground.

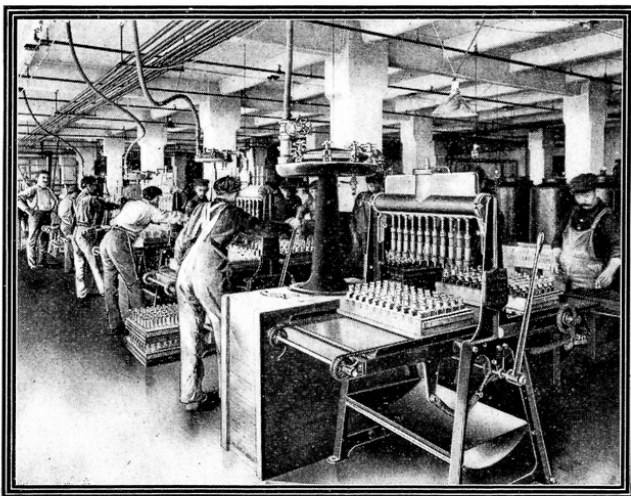
Corks are received five hundred gross in a great bale.

Sprinkler tops for bottles, for the Toilet Water, Eau de Cologne and Bay Rum, as well as the ordinary corks, are

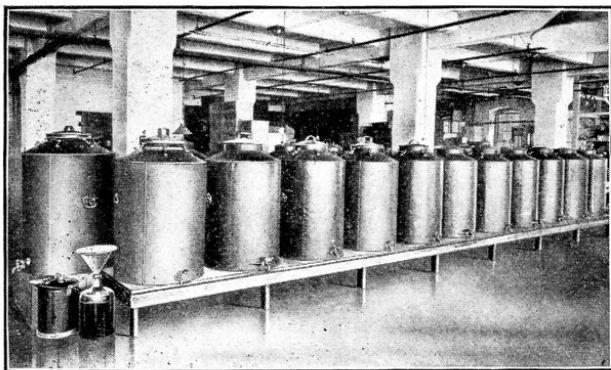
driven into the bottles by a small wooden maul.

The opal jars for Larkin Cold Cream are made in a mold by machinery. The mold is the size and form of the outside of the jar. Into it is placed just enough molten glass to make a jar. A plunger, the size and form of the inside of the jar, is then sent into the mold, and, in a twinkling, the jar is made. The covers of aluminum or sheet brass, nickel-plated, are stamped out by machinery.

The despatch with which the containers of Toilet Articles are filled is quite astonishing; but the demand is so great, that a leisurely process would be wholly inadequate. The making of the Toilet Articles themselves cannot be hurried. Ample



THE NINE MACHINES ARE CAPABLE OF FILLING 150,000 BOTTLES A DAY.



PERFUME STORAGE TANKS; EACH HOLDS 12,800 OUNCES.

time for perfect combining and blending must be allowed; but ceremony in the manner of packing can be dispensed with, and it is.

The Perfumes, Toilet Waters, Witch Hazel and other liquid preparations are bottled by machines. There are nine of these machines in the Larkin Factories, and each will fill eleven bottles at a time. So rapidly do they work that 150,000 bottles may be filled in a single day.

A filling-machine consists of a row of eleven spouts—operated by a lever; the bottles are placed on a platform in trays, each tray holding sixty-six bottles. A man pulls the lever; eleven spouts go down together into the mouths of eleven bottles, and the liquid begins automatically to flow from the tanks on the floor above, where it is stored, down through the machine into the bottles. When the bottles are filled, the flow stops automatically in a please-hurry-I-want-to-fill-the-next-row

sort of a way. The operator again pulls the lever; another row of bottles is brought into place, and the filling process is repeated. Extracts are run into bottles in the same way.

Some of the preparations, of course, have to be put up by hand;

Larkin Cold Cream, for instance. This popular toilet accessory is put into the jars by a sort of rotary motion. The screw tops are also put on by hand. By these various processes, nearly a hundred thousand packages of Toilet Preparations are put up in the Larkin factories every working-day.

After Perfumes and Toilet Articles are manufactured and bottled, they must be labeled and boxed. This finishing process is given considerable care and thought on our part. Of course, a pretty covering can't make toilet articles any more pure or wholesome, but part of their office



LABELING AND BOXING LARKIN TOILET ARTICLES.

is to be dainty, pleasing and refreshing in appearance; so they must be put up attractively.

First comes the preparation of designs. In this work three clever artists, men who are thoroughly familiar with color and proportion, are busily engaged. After the designs are completed, they are lithographed onto the labels, boxes and cartons, and the materials necessary for putting up the dainty Larkin packages are at hand.

Neatness is the keynote of the department in which the Perfumes and Toilet Articles are prepared for market. The room reminds one of some fairyland. Here, agile fingers are putting on labels; there, adjusting the kid caps or clapping finished bottles into cartons. A mingled fragrance fills the air; under its influence the girls smile and hum cheerily as they work.

Everything connected with the production of Larkin Perfumes and Toilet Articles is so dainty, neat and attractive that it is a genuine pleasure for us to send them into the homes of Larkin customers.

The Larkin toilet accessories insure, by their excellence, complete satisfaction to every user.

THE JANUARY BARGAIN COUNTER.



Cut Glass
Bowl No. 2.
Diameter, 8
in.; height, 4
in. Dela-

ware pattern on heavy blank.

This Bowl has never been offered at less than three Certificates, but to close out a small stock we offer one for two Certificates while they last.



Cut Glass
Individual
Sugar and
Cream No.1.

This is a very dainty, imported design, and we have sold a large quantity at one Certificate for each piece. The 47th edition of our Premium List reduced the offer to one Certificate for both pieces. They are exceptional value.



Change of Address.

If this copy of THE LARKIN IDEA is not now correctly addressed, please use following form to notify us of the change needed.

Name

THE LARKIN IDEA is now addressed to

No. Street

Town State

Change to No. Street

Postoffice

State



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MANY plants in the window-garden will have begun to grow. These should be given an application of some good fertilizer to encourage vigorous development. Do not use large quantities at first. Begin with small doses, and increase the amount as development increases. There is great danger of giving plants more rich food than they are in a condition to make good use of. They have to make feeding-roots after beginning to grow, and the amount of nutriment ought to be in proportion to the number and condition of these roots. Hence the advisability of beginning with small applications, while these roots are few and weak, and increasing the supply as their capacity increases.

Right here, perhaps, I ought to explain what is meant by the term, a "good fertilizer." Some persons use one thing, some another, and few understand much about the elements of plant-food these fertilizers are supposed to furnish the plants. This being the case, they feed their plants in a sort of haphazard way. What they give to encourage growth *may* do that, and it may *not*. In a word, they experiment. Now experiments are all right, under certain conditions, for it is only by experimenting that we "find out things," but the average amateur can hardly afford to take the chance of an experiment's turning out unfavorably. We know that liquid manure, prepared by soaking barnyard soil in water, is a most excellent fertilizer. It contains

nearly all the elements of plant-growth in well balanced proportions, if made from cow-droppings which are old enough to be black and friable. The only objection that can be urged against this fertilizer is the fact that it breeds worms; but this difficulty can be overcome by the use of lime-water. Dissolve a piece of *fresh* lime—air-slacked lime is worthless for this purpose—as large as a coffee-cup in a pailful of water. If the lime is fresh, it will sizzle and fizz like a soda-fountain, when dropped into the water. As soon as it is dissolved, all agitation will subside, and in a short time the sediment will have settled to the bottom, and the water above, which will be perfectly clear, can be poured off for use on your plants. Use as much of it, at each watering, as is sufficient to wet all the soil in the pot. There can be no harm done by it, as water can only hold a certain amount of the active properties of lime in suspension—never enough to injure the most delicate plant. Repeat the application if necessary, until no more worms are found.

Another excellent fertilizer is bone-meal. This will take the place of liquid manure with the growers of flowers in cities and villages where cow manure is not readily obtainable. If you mix a teacupful of it with about a bushel of ordinary garden loam, it will make the soil rich enough for most plants at seasons of the year when they are not making their strongest growth. Then you can add a teaspoonful of the meal to the soil in each seven- or eight-inch pot—

larger and smaller pots in similar proportion—once in three months. But if your plants are growing healthily, be satisfied. Do not encourage rapid development by overfeeding, as the growth thus secured will be weak in vital force, and almost always there will be a reaction, to the great detriment of the plant.

In liquid manure, the infusion should be the color of weak tea. Use it fortnightly, not oftener, when the plant is growing, and never at any other time.

Be on the lookout for insects at this season. Do not make the mistake of waiting until your plants are covered with them before beginning the fight. It is much easier to keep them away than it is to get rid of them after they have had opportunity to establish themselves. Make an infusion of Sulpho-Tobacco Soap as soon as you see an aphid, and treat the plant on which you found it to a good bath in the liquid. It is well to act on the offensive, and get—and keep—the start of insects by using this most excellent insecticide as a preventive rather than as a cure. Take it for granted that insects will come, sooner or later, and head them off.

To keep the red spider from doing great damage in the window-garden, shower your plants frequently. If convenient, take them to bath-room or kitchen at least twice a week, and spray them all over, quite forcibly, with clear water. At other times, apply it with a hand-atomizer, being very particular to get it to the underside of the leaves, where the spider locates himself. Keep water evaporating all the time on stove and register. Moisture, and moisture only, will rout this deadly enemy of plant-life. Many persons never suspect that general sickliness among their plants is due to the ravages of

this most destructive insect, because he is so diminutive that often they fail to discover him, and, when found, they do not think it possible for anything so small to do much harm. Do not be deceived. We have no more destructive insect to wage war with, little as he is. If your plants are turning yellow, and losing their leaves, examine them at once. Look on the lower side of the foliage. If there are tiny webs there, you will see what looks like grains of Cayenne pepper in them. Watch them sharply, and you will see that these specks move. They are the spiders that you have more reason to dread than mealy-bug or aphid. The free use of water will keep them in check, if it does not conquer them. They delight in the hot, dry air of the living-room, but a moist atmosphere is their abomination. Therefore, make it moist for them.

Turn your plants at least once a week to prevent them from being drawn to the light and made one-sided.

Stir the soil frequently—this to allow free evaporation, to admit air to the roots, and to keep down weeds.

On no account allow the soil to get dry. Keep watch of it, and when it *looks dry on the surface*, water freely. Give no more until the dry look is seen again.

Do not allow yourself to fall into the habit of giving water in small quantities when you “happen to think of it.” This practice almost invariably results in poor plants. The small amount you apply will be sufficient to impart a moist look to the surface, thus creating the impression that the soil must be moist below; but examination will generally show you that it is quite dry two or three inches below the top. Make it a rule to water *thoroughly* when necessary, and give no more

"between times." Sometimes the dropping of a plant's leaves is due to dryness at the roots.

There is such a thing, however, as "too much of a good thing." Some persons use so much water that the soil is kept constantly in a condition like that of mud. It soon sours, and this results in diseased roots, which bring on chronic ill-health and eventually death. Never get into the habit of watering your plants regularly, once in so often, without regard to conditions. Be governed by the appearance of the soil. Let that be your guide in this matter. If it is,

it naturally follows that there can be no such thing as regularity about watering. Sometimes evaporation is rapid; at other times slow. Sometimes your plants are growing and require a good deal of water; at other times they are dormant, and require very little. All these things have to be taken into consideration, and you will readily see that regularity, in the clock-work sense of the term, is incompatible with good gardening. Let your "regularity" consist in looking your plants over daily, and giving them the attention that they seem to need.

AN EXAMPLE TO FOLLOW.

BY AUNT JUDITH.

There's a Rocker in the parlor that invites you to its arms,
While you're lost in admiration of the new Lamp's many charms;
There's a Bookcase, in the corner, with a Writing-desk combined,
Where whoever writes a letter all the needed things can find;
There are Curtains at the windows of a fine and filmy lace,
And their beauty gives the parlor just the last deft touch of grace;
There's a Clock upon the mantel blithely ticking off the time
And it tells each hour's passage with a soft, melodious chime;
Portieres, with a silken lustre, take the place of old-time door
And the footfall sinks in silence in the Rugs upon the floor.
All these things were earned, they told me, by a mother and her brood,
By the sale of Larkin's Products in a country neighborhood.
Here's a hint for other women—children, too—if they are wise—
Would you make your own home pleasant? Why not go and do likewise?

VOLUNTARY APPROVAL.

In *Good Housekeeping* for November, with five other puzzles, this charade appeared: "My first is a bird; my second, a preposition; my third is a crowd and my whole is an advertisement in this issue."

The answer is Lark-in-Co.; answers to all of the puzzles referred to advertisements in the issue. The Larkin Co.'s advertisement occupied a full page.

In sending solutions to the puzzles the writers gave their knowledge of or experience with one of the articles indicated by the puzzles. One hundred twenty-five persons chose

Larkin Co. out of the six. And what nice things they said! Soaps, Products, Premiums, and our way of treating customers, all came in for a full measure of compliments.

When people express opinions to disinterested parties, they generally discard the little diplomatic frills and say just what they mean. We wish to thank all these kind customers for their hearty commendations.

The support and encouragement continually received from our customers throughout this broad land are what have made our success possible and what spur us on to greater effort and larger achievement.



"TO be married at Christmas!"

"And you never told us before!"

"O Monica!"

"And to a widower with three children!"

The boarding-house parlor resounded with these exclamations.

"Yes; three little girls, aged respectively ten, eight and six years," smiled Monica, undismayed by the clamor.

"But who is he? Where does he live?"

"Do tell us all about him," pleaded the girls.

"His name is Kenneth Bryant. He is a telegraph operator and lives in Trenton. He is about thirty-five years old, and his wife, who was my cousin Ruth, died when Grace was a baby, six years ago."

"A widower at twenty-nine! Poor fellow!" murmured sympathetic Rose.

"Is he handsome?" demanded sentimental Elise, who, by the way, had been christened Eliza.

"No-o," said Monica thoughtfully, "you would not think so; but he is beautiful in goodness, and everybody likes him."

"How did he manage with those three babies on his hands?"

"His mother did it. She always lived with him, so after Ruth died she managed the house."

"And will she live with you?"

inquired Nan, in horror of a mother-in-law.

"I certainly hope so," said Monica loyally. "We are very fond of one another and she has taught the children to love me. In fact, when Kenneth told her of our engagement, she owned that she had been hoping for three years to hear of it. But really, girls, I must go. I shall be late."

"Well, I pity you," said Nan.

"You need not," answered Monica, quietly, while the slow color crept over her face, and into her eyes came that light that never was on sea or land. "The woman whom Kenneth Bryant loves will not need pity."

"But five women-kind to sew for! Think of it!" said May.

"And five women-kind to wash for," chimed in Nan.

"Well," said Monica, laughing, "I'll manage it; but I shall have to buy soap by the box," and she ran off.

"Dear Monica! I hope she will be happy," said Rose. "She evidently loves him. Did you see her eyes? I must think of something to give her for a present."

"Why not club together and get her one?" asked Elise.

"Girls," said Nan, "I have an idea. It would be a joke on Monica, after what she said about buying soap by the box, and a nice present besides. You know it is customary now to give expectant brides a shower. They have linen showers and silver showers; let us give her a soap shower! The girls will go in

with us; we can get \$10.00 worth of Larkin Soaps and give her both Soaps and Premium."

"Hurrah!"

"Just the thing!"

"What a joke!"

"I'll order Sweet Home, as a sign of what we wish for her."

"Or Golden Glow, to suggest their happiness," giggled Elise.

"Get some of every kind they have, to make a variety. What fun!"

A month later, a merry crowd gathered in the same room and with appropriate speeches presented Monica with bundles, large and small, square, oblong, round and flat, wrapped in brown paper, crepe paper, tissue paper, and newspaper.

She was requested to open the largest of the packages first, as that was a present from all. It contained a handsome Seth Thomas Mantel Clock. She thanked them warmly, and amid solemn silence, opened another. Out fell ten bars of Sweet Home Soap. A stifled giggle came at the unwrapping of a box of Creme Oatmeal; but a perfect storm of laughter greeted the opening of a dainty packet tied with white ribbon, which proved to be a tablet of Larkin Shaving Soap.

Monica joined in the laughter, though her face rivaled the crimson hue of June roses. Then the fun began in earnest. Bundle after bundle disclosed Toilet or Laundry Soap or Boraxine, till the table overflowed. It was a veritable shower of Soap.

Monica appreciating the fun, thanked them heartily for their sensible gifts, and the evening closed with refreshments of cake and Puritan Pure Cocoa.

A HELPFUL BOOKLET FREE.

All lovers of flowers will be interested in Mr. Rexford's booklet, *The Window-Garden*. It contains necessary information regarding the

successful cultivation of plants and the proper treatment of insects that infest them. Mailed, postpaid, on receipt of request addressed to Larkin Co., Buffalo, N. Y.

LARKIN PURE POTASH OR LYE.

Larkin Pure Potash or Lye in dry pulverized form now takes its place among the household accessories subject to the call of Larkin customers, and may hereafter be included in an order for the Larkin Soaps and Products. A full-pound, convenient can, with sifting top and directions for use, price 10 cents.

What disposition to make of kitchen-fat, the grease that accumulates from cooking, is a question that vexes every housekeeper who has not learned the use of potash or lye.

Grease about a home is unsanitary. It attracts rats, mice, roaches and vermin of every variety, and is a first-class culture of germs and microbes. Poured into sinks and drains, it will collect, turn rancid and pollute the entire house.

With Larkin Pure Potash or Lye, accumulations of kitchen-fat are economically disposed of; for they may be made into soap and in this changed condition aid in the battle against uncleanness. The directions furnished with each can tell how to make either hard or soft soap of good quality and with little labor.

Lye is a searching cleanser. A small quantity dissolved in water forms an effective wash in drains, water-pipes, sinks and plumbing. Greasy kitchen pots and utensils and dirty barrels are easily washed clean by a weak solution of lye and water.

Larkin Potash or Lye is a superior product. It is carefully prepared and freed from all impurities. Like all articles bearing the Larkin signature, its quality is guaranteed.

The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of **THE LARKIN IDEA** is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps and other Products within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Co. Publishers.

ESTABLISHED, 1876.

FACTORY-TO-FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS,
IMPORTERS.

Factories and General Offices, BUFFALO, N. Y.

Branch for West-of-the-Mississippi patrons,
PEORIA, ILL.

LOCAL BRANCHES :

49 Barclay St. and	}	NEW YORK CITY.
52, 54 Park Place,		
19 Eliot St.,	- - -	BOSTON.
2221-2231 Arch St.,	-	PHILADELPHIA.
820-824 Liberty Ave.,	-	PITTSBURG.

PRETTY LUCY ELLEN.

BY EBEN E. REXFORD.

When pretty Lucy Ellen goes
This way, I seem to smell the rose,
So fair her face, so fresh, so sweet,
Her clothes so faultless and so neat,
And I, delighted, smile and say :
"She's like a morning of the May
When blossoms burst, and bluebirds
sing
The blithesome roundelay of spring."

Something of this I yesterday
Said to my wife, in laughing way,
And she made answer : "You are
right—

She truly is a pleasant sight ;
But you're a man, and do not know
What maids like Lucy Ellen owe

Their sweetness to, as well as I
Who 'read the signs' their beauty by.

"Her charms of face and dainty dress
Are due to something you'd not guess.
She uses the Modjeska Cream
To make her face fair as a dream ;
Modjeska Perfume makes you think
Of odors shed from new-blown pink ;
And Larkin Soaps make pure and
sweet

The clothes that rustle round her
feet."

We heartily wish you all a Happy
New Year—the happiest one you've
had yet.

We are doing our best to promote
happiness by adding new Products
that are used in every home.

In this issue we announce two on
the second cover page, Larkin Pure
Potash or Lye, and one on the fourth
cover page, Larkin Quinine Hair
Tonic.

Watch **THE LARKIN IDEA**. The
new Products it will announce during
the next few months are household
necessities of superior quality. You
will want them as soon as they are
ready.

Our Modjeska Rose Calendar for
1905 is mailed each subscriber to
THE LARKIN IDEA with this number.
We hope it will be useful for twelve
months. If one should be wanted
for a friend, we have some extra
copies that will be mailed, postpaid,
for ten cents each—while they last.

The Larkin employees had a merry
Christmas, the inspiration from which
will long abide with them. It was
not only an occasion of felicitation
and good-will but an occasion for
more fully realizing how deep and
firm is the bond of unity between
employer and employee. Among all
Buffalo papers that printed an

account of it, the *Buffalo Times* best tells the story of our festivities. See page 30.

G. L. Dyer, Commandant and Naval Governor of Guam, in his report to the Secretary of the Navy, says of the people of the island, "They are poor, ignorant, very dirty in their habits, but gentle and very religious." If this be true, school books and Larkin Soaps would make good citizens of them with little labor.

We like to think of the Larkin customers as a great army doing battle under the standards of Comfort and Cleanliness, and of ourselves as an arsenal sending supplies to the front where the conflict wages. Larkin Pure Potash or Lye will prove effective ammunition against Grease; for it will either convert him into Soap and thereby make an ally of him, or put him completely to rout and annihilation.

INVITES ALL LARKIN CUSTOMERS.

In the leading daily papers of Buffalo this notice appears:

Visitors Welcome
AN HOUR OF INTEREST
Larkin Co.

America's Largest and Most Modern
Manufactory of Soaps, Toilet Articles and
Perfumes.

8.00 a. m. to 4.00 p. m.

Sights Worth Seeing

Although published only in the local papers, it is intended as a cordial invitation to all Larkin customers. Our latch-string is always out, and a capable guide is at the disposal of all visitors. Come and see us and we will make your visit pleasant.

The 47th edition of our Premium List, just issued, contains 44 pages,

or four more than its predecessor. The addition of new premiums made the enlargement necessary. We serve Larkin customers best by keeping them informed of our latest offers. We want all to have a copy of our latest Premium List—the 47th edition. If you have none, we will mail one, postpaid, on receipt of your request.

BORAXINE AND THAT RED WRAPPER.



In deference to the expressed wishes of many Larkin customers, the use of the familiar red wrapper that envelops the Boraxine package will be discontinued within a few weeks.

January 3rd we shall begin gradually to introduce the new pink wrapper by filling Boraxine orders partly with the old and partly with the new wrappers. The temporary use of the old and new together will acquaint Larkin customers with the change, and assure them that no alteration has been made other than the change in the color of the wrapper. This change removes the objection to that time-honored red wrapper whose ruddy glow has beamed on thousands of homes for many years.

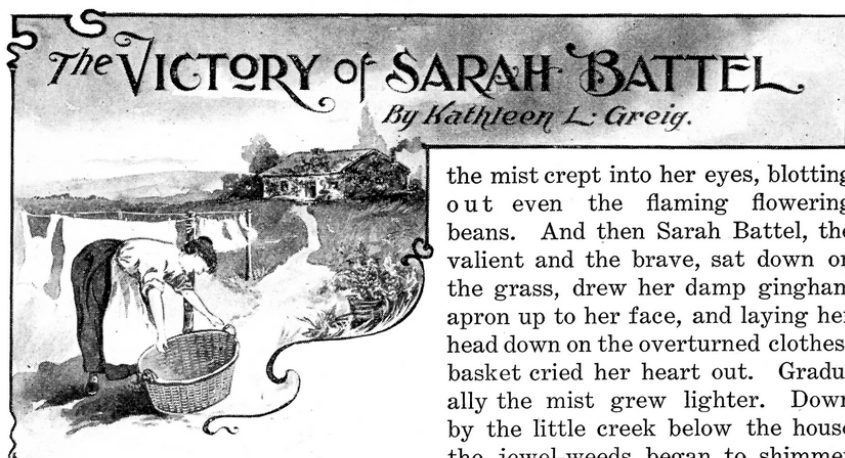
3,960,000 BUBBLES FOR A CENT.

It has been demonstrated that a 5-cent bar of Laundry Soap will make 19,800,000 soap bubbles.

Some mathematical expert will figure out the cost per bubble.

CHURCH AID.

Page 33 is devoted to the Church Aid Department—one of the most helpful of the numerous phases of the Larkin Idea. It should be studied by all who are interested in church work and in lightening the burdens that so many churches carry.



The VICTORY of SARAH BATTEL

By Kathleen L. Greig.

IT was one of those gray days that cast no shadows, when the mist creeps up from the marshlands and softens all the harsh outlines and angles, making them dim and illusive.

Sarah Battel turned away from the clothes-line, and unconsciously picked up the empty clothes-basket. Her eyes were resting on the little cottage before her that loomed softly through the mist. It was almost hidden under a mass of vines, and through the wilderness of green peeped countless pink and purple morning-glories and scarlet flowering-beans, forming the only bit of color in the gray landscape.

Sarah Battel stood still, lost in dreams. The basket glided from her hands. Her eyes were seeing the unseeable. Just so might the Maid of Orleans have stood, when she heard the silence speaking. Sarah Battel also had her visions. A picture rose before her—the picture of a gray, bleak life, into which at last a bit of springtime bloom and color came—and then—. She checked her thoughts sharply, threw back her head, and defiantly grasped the basket. “I don’t care,” she muttered. “I won’t care! Why should I care?”

Then all at once it seemed as if

the mist crept into her eyes, blotting out even the flaming flowering beans. And then Sarah Battel, the valient and the brave, sat down on the grass, drew her damp gingham apron up to her face, and laying her head down on the overturned clothes-basket cried her heart out. Gradually the mist grew lighter. Down by the little creek below the house the jewel-weeds began to shimmer through the soft haze. And a wandering breeze, sweet with the breath of mint and violets, crept caressingly around her.

After a time her sobbing ceased, and she grew strangely comforted, as if a gentle immortal hand had touched her foolish, feverish heart and made it still and ashamed. Her eyes looked over the awakening world and finally rested on a merry yellow pumpkin-blossom that smiled up at her from a heap of tin cans and rubbish, from which its stem was luxuriantly wandering forth.

Sarah Battel made friends of flowers. Softly touching the shining thing, she spoke as if it might understand: “No wonder you’re happy,” she said plaintively. “See what you have made of that rubbish heap—a thing of beauty. I wish I had your talent, grit, luck, or whatever it is.”

With that she once more picked up the basket and walked slowly back to the house, a tall, thin, lonely figure—with a few strands of gray creeping through her thin fair hair.

Sarah Battel had worked hard all her life, and with her own earnings paid for the little house, the possession of which filled her with as much exultant pride as if it had

been a mediæval castle. Indeed, many a noble dame of other days doubtless felt less pride in her palace halls; for, after all, it is not always what we have, but the illusions we weave around our possessions that make their value. But even queens have their bitter drop in the golden cup, so we are told, and Sarah Battel's was hard to swallow. Soon after the little place was paid for she contracted a lingering fever, and the bills that accumulated during that time took all her present earnings and made it altogether impossible to reach her heart's desire, which was to furnish her four little rooms according to her idea of luxury.

Another tone was added to this desire by the coming of David Hay, who bought the farm adjoining Sarah's land, and soon began to take an evident interest in Sarah herself. Not that he was very lover-like in his attitude; still he was the nearest approach to a lover she had ever had, and his coming was the one bit of brightness her life had known. But the shadows came also. Sarah Battel knew nothing whatever about psychological reasons. But in a vague, inexpressible way she felt that she never appeared at her best on those rare occasions when David Hay called. Instinctively, she knew him to be one of the people who are deeply impressed by their surroundings. Oftentimes when they sat in her poor, bare best room, she felt overwhelmed by an avalanche of self-consciousness. It seemed as if she were somehow taking on the poverty and shabbiness of her surroundings.

She began to grow morbid over it, and was always on the alert. To Sarah Battel it was like a blow across the eyes when she heard him making a casual remark about some nicely furnished house. She got into a

habit of looking through elaborate furniture catalogues, just as children look into shop windows at toys they may never touch.

Perhaps it was the grayness of the day that crept into her mood that morning, making her existence seem a sort of unbearable symphony in gray. Once again in the house, a feeling of revolt came over her. She wouldn't work that morning, she said to herself. What was the use? She sat down by the window and took up a bundle of papers and catalogues that the youngest scion of the house of Stubbs had generously given her the day before. Suddenly her eyes dilated. There on the back page of a big catalogue several furnished rooms were pictured—the very rooms of her heart's long dream!

After that day a change came over her. Daily she trudged over to the nearby villages, and soon sundry boxes began to arrive addressed to Sarah Battel. And as the days went by a strange expression grew into her mild blue eyes—the world-old spark of victory—the light that since the beginning of things has shone in the eyes of those who achieve.

Sarah Battel had never heard about "The beauty that was Greece." Nevertheless, she was in those days a devout follower of Hellenism—the beautiful old belief of the Athenians, that happiness lies in trying to reach the beautiful.

The summer passed, and one by one the flowers in the little garden were kissed into eternal sleep by the frost king's icy lips. Even the defiant princess feathers and maids-in-the-mist had died one morning when the village chore-woman walked into the little house and stayed all day. What went on within those walls, no one outside knew. But that night when the woman went away, she looked back,

again and again, like one banished from a fairy nook.

That evening David Hay, feeling that something unusual was going on, called. It was a new, glorified Sarah who opened the door for him. Long after, whenever he thought of that visit, the memory of it mingled strangely with memories of fairy tales read long ago in his youth. To David Hay that night seemed like a fairy story. And indeed the transformation in the house of Sarah Battel looked quite as if it had been accomplished by the touch of a magic wand.

Soft Carpets and Rugs covered the floors, fine Curtains were at the windows, pieces of Oak furniture stood about, and over it all fell the glow of a beautiful, softly shaded Palace Lamp. And there sat Sarah Battel amid it all. Not the old, dejected Sarah, but a woman with a clear, firm light in her eyes, for she now felt the power of will within her. The past months had brought it out. She could accomplish, and the thought cast out all fear of little things. And David Hay, looking into her eyes, forgot the beauty around him and saw only the beauty there. He came over and awkwardly laid his hand on her head.

"Sarah," he said brokenly, — "Sarah, I wish I had your grit. See what you've made of this place."

Sarah, remembering the little yellow pumpkin-flower, smiled up at him, and they understood each other.

A few days later Sarah was standing in her dainty bedroom, her being aglow with joy over the treasures therein, from the dainty White Enameled Steel, Brass-trimmed Bed to the beautiful Dressing-table. She was aroused by the voice of her neighbor, a slip-shod woman, in a dragging shawl, who came over to buy a bar of soap.

"Taking up this Larkin Soap business has been a great thing for you, ain't it, Sarah?" she said, bending forward to get a better look at the fine China Cabinet in the dining-room. "They certainly do give good things."

Sarah Battel's eyes glanced out at the sinking sun. Her thoughts were drifting westward to where a number of factories stood—a veritable soap city as it were. She thought of all the branches reaching from the vicinity of the mighty Niagara to all parts of the great world, where none need forego their ambitions if they will but work, and a thought came, illumining the new feeling of power within her.

"It isn't so much the things they give for the money as the opportunity they offer for the taking," she said, smiling into the afterglow.

TEMPORARY LARKIN SHOWROOMS.

One of the new departures in the Larkin business of 1905—which will be like all its predecessors, a record-breaker—will be the beginning of a plan to show Larkin customers everywhere, a complete exhibition of Larkin Products and Premiums.

It will be our purpose during the next ten months to establish, for a period of from one to four weeks, within convenient traveling distance of every Larkin customer in the State of New York, a showroom where all Larkin Premiums can be seen and examined, where supplies of our literature and full information from experienced representatives will be offered. The demonstration of the actualities of the Larkin Idea will be complete and interesting. Other States will be visited by other exhibitions of our Premiums after the new plan becomes thoroughly established.

The early exhibitions will positively be as follows:

Jan. 30 to Feb. 11, inclusive, old Postoffice, Cor. West Third and Cherry Sts., Jamestown, N. Y.

Feb. 13 to 18, inclusive, 116 Central Ave., Dunkirk, N. Y., to which all Western New York customers and friends are cordially invited.

Further locations will be approximately as follows, exact locations and dates to be announced later:

Feb. 20 to 25, inclusive, Olean.

Feb. 27 to March 4, inclusive, Hornellsville.

March 6 to 18, inclusive, Elmira.

March 20 to April 1, Binghamton.

ON THE STREET CAR.

Next time you are on a street car notice the shoes across the aisle. However neat the attire above them, you are pretty sure to find some and often all of the shoes untidy. As Larkin customers become acquainted with Larkin Shoe Polish and as our ladies learn that its application with an old tooth-brush is more effective than liquid shoe-dressing, besides being water-proof, returning shoppers' shoes will present a less sorry appearance—across the aisle.

LARKIN QUININE HAIR TONIC.



Larkin Quinine Hair Tonic, now ready for service on the toilet-tables of Larkin customers, brings the Larkin list of toilet articles one step nearer completeness.

Many months of searching experimentation have produced in Larkin Quinine Hair Tonic a preparation that is both effective and wholesome. It will remove scurf and dandruff, stimulate the hair to natural growth, prevent its falling and promote

healthful conditions of the scalp and hair.

Like all other products of the Larkin Factories and Laboratories, Larkin Quinine Hair Tonic has certain peculiar characteristics of superiority. Of these, two are striking: first, the new hair tonic is a purely vegetable preparation; second, it *does* contain quinine, and the quinine used is in its natural combinations just as it comes from the bark of the cinchona-tree.

Dermatologists, physicians who make a specialty of treating the skin, are authority for the statement that vegetable toilet preparations, though more gradual in their effects, are more wholesome and toning than those composed of strong and rapidly acting drugs. Larkin Quinine Hair Tonic may be used as freely and as often as desired, without risk of incurring injurious consequences.

Chief among the healing and toning ingredients of Larkin Quinine Hair Tonic is quinine. Some so-called "Quinine" hair tonics do not contain even a trace of quinine, and most of them are made up with a modified cheaper form of the drug. As an antiseptic and stimulant for the scalp and hair, quinine is unsurpassed, and it is most toning when used just as it comes from the bark of the cinchona-tree unfreed from a number of other drugs associated with it in the bark, which greatly assist it in its effect upon the scalp and hair. Such is the quinine used in Larkin Quinine Hair Tonic. It costs a little more, but it's better.

Larkin Quinine Hair Tonic is a delightful toilet accessory. Its odor is delicate and even its color is pleasing, and it leaves no stickiness upon the hair. Put up in convenient sprinkler-top bottle, it satisfies the demand for purity and daintiness. Price per 4-oz. bottle, 25 cents.



WHAT a bright and merry lot of girls to wish a Happy New Year!

Although most of you are far away, I feel that you are very near me; that I can look into your smiling faces and salute you with the wish that the coming year may be the happiest one you ever had.

You must continue mindful that it depends largely on yourself whether the New Year is a happy one or not. Start right by holding fast to a resolution to be kind, useful, cheerful; by trying to accomplish something that will benefit yourself and others; by trying at all times to make others sunny and happy by being sunny and happy yourself. If you do these things, and when you learn to it is easier than not to, the days will glide cheerily by and afford constant delight to you.

Usefulness is the smoothest road to happiness. If you are doing something that makes your home more cheerful and more comfortable,—something that will contribute to its permanent betterment, you are engaged in that which will ensure a happy year.

What contributes much to a girl's happiness is an attractively furnished room of her own.

From time to time, I have suggested useful and appropriate Larkin Premiums for furnishing your rooms. If Christmas did not bring all that you needed, you need not wait for another to provide the things you want.

There is little that the Larkin Idea cannot do for you. It will supply you with all that is required to furnish a home; it will provide means to educate you in letters or music; it will supply you with the funds for travel, if you desire it.

It all depends on how earnestly you desire a share in its benefits. Just think it over, girls, and you will agree that to earn the Larkin Premiums, or cash if you prefer it, is well worth the effort.

A while ago, we had a brief lesson in cooking. Now that Christmas is over, we want to think of something that will help to make long winter evenings seem short and bright. Books and games are in order, of course, but we want a little something that "tastes good" to go with them. A delicious home-made candy is very easy to manage, and its making may be an enjoyable part of an evening frolic.

Beat the white of an egg a few moments, not to a stiff froth, stir with it an equal quantity of cold water. Put a pound of confectioner's sugar in a deep dish and slowly add the egg and water, stirring all the time. There should be enough to make a stiff paste. This should be thoroughly kneaded, adding, drop by drop, a teaspoonful of Larkin Vanilla. Then break off pieces of the candy about the size of a walnut and roll between the palms of the hands until round like marbles; hold between the open hands and press enough to slightly flatten. Lay the

globules on waxed paper, a little way apart and on the top of each press a half walnut.

Chocolate creams may be made by melting Larkin Chocolate in a cup standing in a bowl of hot water. Make the candy in the same way as the walnut creams, but do not flatten; omit the nuts. When the little candy balls are finished, dip one at a time into the melted chocolate and lay on wax paper or a buttered plate. Be sure to put a teaspoonful of Larkin Vanilla Extract into the melted chocolate. It will improve its flavor.

Little cakes that are very nice to pass to friends in the evening, or to find handy after school, may be made so easily that you can do it yourselves with little if any help.

Cream together one-half-cup butter and one cup sugar. Add two eggs, and beat for a few minutes. Sift into a bowl two cups of flour and two full teaspoons of baking powder. Beat eggs and sugar and butter together till smooth and creamy. Then add the flour, a little at a time, and in the same way a cupful of sweet milk. When you have used all the milk and flour, season with a teaspoonful of Larkin Vanilla, Almond or Lemon Extract, whichever you like best; add a cupful of cleaned dried currants.

Try your baking by buttering a small tin, and baking a small quantity of the cake mixture. If it runs over the tin and is too soft to hold itself up, you need to put in a little more flour. Don't put in too much.

While your trial cake is baking, you should butter the patty-pans in which you intend to bake the rest. Do this carefully, so the cake will not stick to the tins. If your first cake is a success proceed to put the cake mixture into the tins. Don't fill them quite half full, as there must be plenty of room for them to rise. Just before baking sprinkle a few currants over the top of each cake.

If you have practised the fudge recipe until you can make it to perfection, and will read in *THE LARKIN IDEA* for October, 1904, page 5, *The Up-to-date Making and Serving of Chocolate*, and, most important, if

you are provided with a supply of Puritan Pure Chocolate and one of those lovely Chocolate Pots given for one Certificate, you are ready to be an "ideal hostess." With a pan of fudge, a plate of cakes and a pot of chocolate, it will be next to impos-

sible for anyone not to have a good time. The colder it is out-of-doors, the more your hospitality will be appreciated, or the more the "home boys" will enjoy an entertainment of this sort and will not feel inclined to go out to find something to pass away the time. So a Happy New Year to every one of you, and

"May Peace attend you,
and Success,
The bright year through;
And all year long may
Happiness
Keep house for you!"



"REFLECTIONS."

Photographed by Florence Chenot, West Unity, Ohio.

THE PUZZLE-PAGE PLEASES THE YOUNG.

Lorinda Lucile Terpening, Elmira Heights, N. Y., who correctly solved the September Puzzles, writes:—



"Here is a small picture of myself. It looks just as I do, only I don't always wear quite so broad a smile. That's there because I have just won a bottle of Modjeska Rose, my favorite of all perfumes."



Mrs. Mary Lucas, Timewell, Ill., writes: "I wish to say to the readers of THE LARKIN IDEA that I have been taking orders for the Larkin Co.

just three years, assisted by my niece, Fern Lucas, eleven years of age. In that time, just at odd

moments, we have taken orders for over \$1,300 worth of Larkin Soaps and Products, getting numerous valuable Premiums. My customers are delighted with everything.

"I can truthfully say that I have always received courteous treatment from the Larkin Co. Success to all."

BARBARA'S WORTH HAVING.

Fred. A. German, East Akron, Ohio, writes: "I send you a photograph of my daughter Barbara, eleven years old, who has gotten up the twelve orders we have sent you and who is now sending the thirteenth order. She has earned an Iron Bed, a Wash-stand, Chiffonier, Lawn-mower, two Rugs, Art Square, Rocking Chair, Morris Chair, Combined Desk and Bookcase, four Dining Chairs and Bedspread. She is pleased with all."



MARY'S PARTY.

BY MILDRED HESS.

Little Mary Rosa Gibson,
A cunning maid of four,
Was invited to a party
By her little friend next door.
Very proud was she, and happy,
When by Jane, her mother's maid,
In her new white Henrietta
For the day she was arrayed.

Many were the words of caution
Given to the little miss;
Then she started to the party
In a state of perfect bliss.
They played at "Pussy wants a corner,"

And "Farmer's in the Dell,"
And until they went outdoors to play,
Everything went well.

On the grass they played at "Touch Tag,"

Until, I dread to tell,
Dicky Brown ran after Mary
Till right in the mud she fell.
Mary cried and nurse Jane scolded
At the sad plight she was in,
And indeed it was quite awful;
She was mud outside and in.

Mamma sorrowed when she saw it;
Said the dress would ne'er come clean;
(That was because she had not always
Used the Larkin Soaps, I ween.)
Then she sent it down to Bessie,
(Bessie was the laundry girl)
And when she returned the garment,
It was just as white as pearl.

"Why! O Bess, how did you do it?"
Asked the mistress in the hall.
"I used Larkin White Woolen Soap
and
Plenty of water—that is all."

THE PRIZE PHOTOGRAPH CONTEST.

In the Contest that closed December 15th, the following prizes were awarded :

Landscapes, First Prize, \$2.00,
Mrs. H. G. Strong, Amherst, Mass.

Landscapes, Second Prize, \$1.00,
M. A. Yauch, Rochester, N. Y.

Genre Subjects, First Prize, \$2.00,
Mrs. F. R. Grubb, Traverse City,
Mich.

Genre Subjects, Second Prize, \$1.00,
Eugene L. Root, Meriden, Conn.

SPECIAL WINTER PHOTOGRAPH CONTEST.

Open to everybody who owns a Gundlach, Chautauqua or Korona Camera.

For the best three photographs of



"AMONG NEW ENGLAND HILLS."

Awarded First Prize of \$2.00 for Landscapes
in December Contest.

Taken with our Seneca Camera by
Mrs. H. G. Strong, Amherst, Mass.

winter scenes, we offer three cash prizes, as follows :

First Prize.....\$5.00

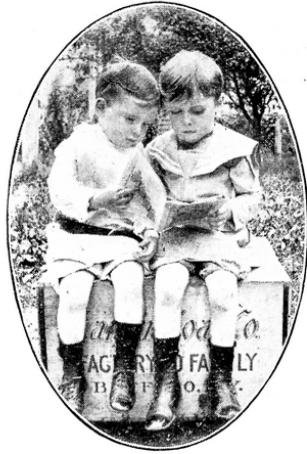
Second Prize..... 3.00

Third Prize..... 2.00

Photographs may be submitted any time between January 1, 1905, and April 1, 1905. The awards will be announced in the May number of **THE LARKIN IDEA.**

Photographs may be finished by any method except blue-print, and must be mounted.

Address all entries to Editor **THE LARKIN IDEA**, and mark upon all



"INTERESTED IN THE LARKIN IDEA."

Awarded Second Prize of \$3.00 in

Ad-Photo. Contest.

Taken by Mrs. H. A. Eilers,
Highland Falls, N. Y.

photographs, your name, address and the words "Special Winter Contest."

Right to own and publish photographs is given to Larkin Co. Photographs accompanied by stamps, if they do not win prizes, will be returned.

The regular Prize Contest closes the 15th of each month. It is open to all owners of the Chautauqua, Gundlach or Korona Cameras.



"WE EARNED OUR MAMMA'S PREMIUM."

Awarded First Prize of \$2.00 for Genre Subjects
in December Contest.

Taken with our Chautauqua Camera by
Mrs. F. R. Grubb, Traverse City, Mich.

THE LARKIN CLUB-OF-TEN.

WHAT A DOLLAR A MONTH WILL DO.
THE HIGHEST DEVELOPMENT OF THE LARKIN IDEA.

We wish a Happy New Year to each Larkin Club-of-Ten member.

Ten months of happiness are assured those who join a Larkin Club-of-Ten.

The economy with which the Larkin Products and Premiums are obtained makes it a pleasure to join a Club.

During the past year the entertainment feature has been introduced into so large a number of Clubs that comparatively few meet without providing a program for the members.

If your Club has not yet adopted some form of entertainment, try it. The pleasure each member will derive from it will make a large contribution towards a year's happiness.

There's your neighbor—is she a member of your Club? Brighten her pathway by inviting her in. Happiness will reward you for the kindly act.

Another new product — Larkin Potash or Lye—is announced this month. More to follow; all merit your approval. Watch THE LARKIN IDEA, which will announce them just as soon as they are ready. We are making it still easier to organize Clubs-of-Ten and to keep them in continuous operation.

Our Modjeska Rose Calendar is mailed with this number of THE LARKIN IDEA. We endeavored to create a calendar that would command admiration. We hope that we have been successful in our effort.

The Calendar may be liked so well that you will want more of them. To Club Secretaries we will send nine of them for 75 cents, prepaid, while they last. They won't last long; it's best to hurry if you want nine for 75 cents.

The new Larkin Products recently added, and those that we are preparing to add, not only make it easier to organize Clubs, but they insure the Club's permanency. Our effort is to supply as fully as possible the daily needs of the home. Verily, a dollar a month in a Larkin Club-of-Ten will accomplish more than two spent in the store.

ENJOYED A SOCIAL TIME.

The ladies of the Larkin Club-of-Ten met with Mrs. G. W. Harding last week Thursday afternoon, and a very social time was enjoyed by all. The next meeting of the club will be at Mrs. I. W. Lockwood's on Dec. 17th.—*The Hume (N. Y.) Enterprise*.

JUSTLY PROUD OF HER SUCCESS.

Mrs. John Farnbrook, Watertown, Wis., writes: "I have sent you about \$300.00 in Club-of-Ten orders, and orders for separate cases of your Soaps. I am delighted to work for your Company, for you do as you agree. I think my Carpet is just lovely.

"I am glad to see that you have put Flavoring Extracts on your list. The ladies all would like to have some.

"I have always ordered in my husband's name, but I do all the work; I feel proud to think that I have done so well."

THE ROCK RIFT CLUB-OF-TEN.

BY AUNTIE NELL.

Here we come, ten in all.
 If welcome, once a month we'll call,
 And every time we come, we hope
 To harvest a crop of Sweet Home Soap,
 Boraxine, Extracts, Blacking and Matches,
 Gold Rings, Perfumes, Silver Polish and Watches,
 Sewing Machines, Sideboards, Stove Polish and Dishes,
 Chiffoniers, and everything else that one wishes.
 To ransack your treasures we fully intend,
 To our "House(s) Beautiful" more beauty to lend.
 And we'll visit each other and get better acquainted;
 For unsociability is as black as it's painted.

LARKIN CLUB-OF-TEN MET.

Miss Charlotte Parsons was Hostess.

Miss Charlotte Parsons entertained the members of the Larkin Club-of-Ten at her home last evening. After playing various games music was furnished by the members and their guests; then all repaired to the dining-room, which was decorated with our national colors. Miss Parsons presented each member with a souvenir, a photo. of our President and Vice-President-elect on the menu cards. All report having had a good time. They departed for their homes after singing "America."

Those present were the Misses Lizzie L. Roberts, Sallie and Edith Jones, Alverta Finkbeiner, Mary J. Clementson, Laura Weidlick, Nettie Godshalk, Nettie Matthews, Mary E. Jones, and Charlotte Parsons. The guests of the club were Miss Anna R. Jones, Annie Evans and Lottie Finkbeiner. — *Bangor (Pa.) Daily News.*

Mrs. F. Burroughs, Whitinsville, Mass., writes: "Enclosed find a two-cent stamp, for which I should like twelve Card-case Calendars. I have been secretary of six clubs and shall start another one soon with twenty members. I would like to tell you how we have our good times. We have a meeting every two weeks

at each other's house as the turn comes. We play games, have music and refreshments. At our last meeting, which was last Thursday eve, we had a bean supper and dance in our Memorial Hall. Our club is called 'The Merry Ten.' I have had a large number of people come to me for a place in my next club, but I can not take them all.

"In return for the Christmas Greeting to Clubs-of-Ten in THE LARKIN IDEA, I, as Secretary of Merry-Ten Club, wish the Larkin Co. a Merry Christmas and a Happy New Year."

WELCOMES NEW LARKIN PRODUCTS.

Mrs. Minnie M. Fenderson, Saco, Maine, writes: "I think you have the interest of patrons very much at heart because recent additions are such a benefit, more especially to the housekeeper."



A LARKIN CLUB-OF-TEN.
 Mrs. Bessie Hopper, Sec., Peoria, Ill.



THE LARKIN BOYS' SYMPOSIUM

CONDUCTED BY BORAXINE.



AT New Year's time we hear a great deal about resolutions. In fact, it is a habit with many really to burden themselves with resolutions. How many resolutions endure? Although I do not wish to seem pessimistic, I have no hesitancy in saying that few of those made for 1905 will be kept inviolate until twelve months from now.

Still New Year's resolutions, even though lacking stability, are wholesome. The mere fact that the resolution is made is a frank admission of a need for better conduct on the part of its maker, which, in itself, is a good and healthful thing; however, resolutions kept are much better.

Many resolutions are broken on account of a fault in themselves, rather than with those who make them.

You will find that most of the boys who indulge in "turning over new leaves" and in "beginning anew" every time the first of January comes around, say to themselves, "During the coming year, I will not do this; I will not do that." Their resolutions are negative.

The psychologists, men who are students of the operations of the human mind, tell us that a negative resolution, a resolution *not* to do a certain thing, is followed out with much greater difficulty than a positive resolution, a resolution to *do* something. The reasons they give are profound and obscure, but history will support them in the assertion.

Now, I wish to suggest a wise resolution for all the boys. It is that each one of you may see how much money he can earn, and how much he can save, between January 1st, 1905, and January 1st, 1906. I hope many of you will make a resolution to that effect.

Suppose you earn \$50.00 during each of the next five years. Deposited at the usual banking rates, in five years this would amount to \$286.43, a neat little sum.

If you earn \$50.00 during the coming year, you will find that with the acquired experience it will be easy to earn \$75.00 the next; and your earning ability will increase with each year. These figures are very modest, and within reach of you all; are they not?

A few hundred dollars in the bank, ready to be called into use at an opportune moment, have often served as the foundation of a great fortune. The careers of Andrew Carnegie, Claus Spreckels, John Wanamaker, and many others, bear me out in this assertion. The opportunity may never come? Well it surely won't, if you stand around waiting for it. You have to get up and hustle, these days. Take hold of the little things and make them great. That's the way to succeed. It is well and good to "strike while the iron is hot," but you'll get along faster if you follow the advice of Oliver Cromwell: "Make the iron hot by striking it."

And then, which do you think the better, to be prepared for an opportunity that fails to come, or to have

one catch you napping? I wouldn't take any chances, if I were you. I'd just practice striking the iron a little bit, while there's time.

Moreover, when a chance does come your way, you have to make the best of it at once. Opportunity is no beggar; she won't stand complacently by awaiting your pleasure. As one of the wise old Romans says: "Opportunity has hair in front; behind she is bald; if you seize her by the forelock you may hold her, but if suffered to escape not Jupiter himself can catch her again."

Jupiter, you will remember, was king of the Roman gods and was regarded as all powerful.

Boys find many ways to earn money, but, of all of them, the selling of the Larkin Products offers the best and surest returns. Fifty per cent. is a generous

commission, but it is within the reach of every boy in America.

-I wish all of the boys who will make a resolution to earn \$50.00 selling the Larkin Soaps and Products during the year 1905 would write to me, and send me their pictures for publication. Tell me about your plans. I may be able to help you. If I should be, I would do it gladly. Who'll be the first boy to tell me he has made this resolution?



Chas. L. Prefontaine, Fond du Lac, Wis., writes: "In the course of a year I have sold \$45.00 worth of the Larkin Soaps besides conducting three Larkin

Clubs-of-Ten. Your kindness and liberal dealing have been so pronounced and satisfying, I could not be induced to buy my Soaps elsewhere."

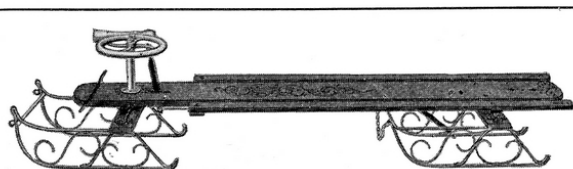
LARKIN SOAPS AND PRODUCTS BEST OF ALL.



C. Roy Rutter, West Creek, N. J., writes: "Mamma has used your Soaps and goods for twelve years. They are all you say for them, and have

always given the best of satisfaction. In fact, we use no other kind, so you know we like them. We have several Premiums from you, secured through

Larkin Clubs-of-Ten and other orders. I am twelve years old. I wish you eternal good



THE BUNKER HILL BOB-SLED THAT DELIGHTS SO MANY BOYS,
IS FREE WITH \$10.00 WORTH OF THE LARKIN SOAPS.
SIX BOYS CAN RIDE AT ONE TIME.

luck as your honest due."

HOW JOHNNY GOT HIS CART.

Oh, Johnny Smith was sad at heart—
He knew not what to do;
He craved a gun and auto-cart
But hadn't e'en a sou!

One day he on the table found
A Larkin Premium Book;
Since then his joys have known no
bound—
He wears a happy look.

His cart each week takes Larkin
Soaps
To customers well pleased;
What wonder he no longer mopes—
His longings are appeased!

A LARKIN ROOM AT DARTMOUTH.

BY FRANKLIN BARRETT TAYLOR,
Dartmouth College, 1907.

When a man decides to go to college there are many questions that have to be met and considered, especially if a fellow has a limited amount of this world's goods. Such were the conditions that I was obliged to face in the fall of 1903, when I entered "Old Dartmouth" as a freshman. I had not been there long before I decided to give the Larkin Co. a try.

"Surely," I thought, "among eight hundred fellows there must be some who have heard of the wonderful merits of the Larkin Soaps, and perhaps some of these will be willing to help me get up one order."

In less than a week I had sold over forty dollars' worth. My success was more than I had hoped for, but I chose the premiums and sent the order in. That was in the fall; since then I have been sending a good-sized order spring and fall, and the Dartmouth boys are firm friends of Larkin Co.

Both my study and bedroom are furnished with the Larkin premiums, which give them a thoroughly comfortable, homelike appearance that the boys do not fail to mention when they call around.

Whether you wish to furnish a college den, a dining-room or a whole house, just give Larkin Co. a chance and it will do the rest.

The home should be as comfortable, convenient and artistic as it can be made. With Larkin Premiums anyone may have a home pleasant to abide in.

THE \$500.00 CASH PRIZE CONTEST.

The Boys and Girls' Contest for \$500.00 in Cash Prizes, which closed on December 1, 1904, was a gratifying success—gratifying to those who enlivened it and to us as originators of this plan to stimulate the young people to a profitable use of their time. We are very grateful to our young friends for the hearty manner in which they helped to make the Contest a success.

We congratulate all who entered it—the prize winners, on their good fortune in obtaining the liberal prizes we offered; the others, on the substantial Premiums and business experience that rewarded their efforts.

The most commendable feature of this Contest, or of any we conduct, is that the prizes are small, as compared with the value of the Premiums earned. If each contestant will compute the value of the earned Premiums, the

conviction will be forced that the effort has been profitable even though a prize has not been won.

One hundred and thirty-three boys and 196 girls returned Contest Blanks; 42 who entered failed to return their blanks, making the complete number who engaged in the Contest 371. What an array of workers!

Upon a supplement to this number of THE LARKIN IDEA the pictures of most of the boys and girls who entered the Contest are shown. Some of the photographs sent to us could not be reproduced; therefore, they are missing from the page.

On the following page is the record of the prize winners:—



A CORNER OF MR. TAYLOR'S ROOM.

Awards of the \$500.00 Prize Contest.**SENIOR BOYS' CONTEST.**

First Prize of \$50.00, Harry E. Daniels, Rockford, Ill. (\$367.20); Second Prize of \$25.00, Arch T. Andrews, Coudersport, Pa. (\$358.42); Third Prize of \$15.00, Geo. B. Wells, Rockton, Pa. (\$350.00); Fourth Prize of \$10.00, Daniel Sullivan, Cleveland, Ohio (\$334.25); Fifth Prize of \$5.00, Harold Dygert, Despatch, N. Y. (\$329.75); Consolation Prizes of \$2.00 each: Glen Cram, Morrisville, Vt. (\$313.35); Fred Allen, Franklin, Pa. (\$290.98); Jesse M. Tracy, Great Bend, Kans. (\$273.19); Simeon Bourdeau, Fitchburg, Mass. (\$257.25); Wm. T. Adams, Federalsburg, Md. (\$232.75); Willie Buzzard, Salina, Kans. (\$212.00); Harold Scott, Manistee, Mich. (\$208.25); Rudolph Roth, Parkwell, Conn. (\$206.00); Mark W. Churchill, Crouseville, Me. (\$184.00); Claudius Carr, Bound Brook, N. J. (\$174.00).

JUNIOR BOYS' CONTEST.

First Prize of \$50.00, Howard Sixsmith, Philadelphia, Pa. (\$510.25); Second Prize of \$25.00, Samuel Duckworth, Philadelphia, Pa. (\$324.00); Third Prize of \$15.00, Harold Garlock, Palmyra, N. Y. (\$320.00); Fourth Prize of \$10.00, Frederick Landers, Oswego, N. Y. (\$307.00); Fifth Prize of \$5.00, Crawford Elder, Galesburg, Ill. (\$286.00); Consolation Prizes of \$2.00 each: Merrill Richards, Silver Springs, N. Y. (\$280.04); Royal Roeger, Fort Wayne, Ind. (\$273.00); Stephen Kohler, Olyphant, Pa. (\$270.00); R. W. Honsberger, Tremont, Pa. (\$247.50); Benj. Armstrong, Jr., Pittston, Pa. (\$245.60); Theo. Banister, W. Springfield, Mo. (\$244.00); Geo. L. Schmutz, S. Cumberland, Md. (\$238.85); Herbert Potts, Burlington, N. J. (\$238.00); Clarence Crossland, Zanesville, Ohio (\$234.51); Wallace Burt, Leek, N. Y. (\$230.00); and Ernest Albright, Portland, Oregon (\$280.00) and Ernest Morse, Jersey City, N. J. (\$280.00) tie, prize divided according to ruling.

SENIOR GIRLS' CONTEST.

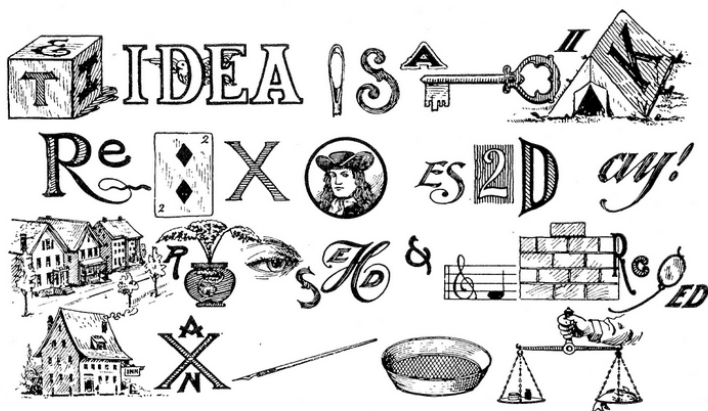
First Prize of \$50.00, Myrtle Ramsey, Ellis, Kans. (\$424.00); Second Prize of \$25.00, Bertha Burt, Medford, Wis. (\$400.00); Third Prize of \$15.00, Ella Annis, Natick, Mass. (\$396.50); Fourth Prize of \$10.00, Rea Charlesworth, Donora, Pa. (\$374.97); Fifth Prize of \$5.00, Hilda Strasser, Greensburg, Pa. (\$372.00); Consolation Prizes of \$2.00 each: Nellie Finkel, Marietta, Ohio (\$371.00); Mamie Hutchins, Connelssville, Mo. (\$356.00); Adda Lupper, Mellington, Kans. (\$320.00); Beulah Barker, New Haven, Conn. (\$308.00); Estella Long, Wisconsin, Pa. (\$285.35); Katie Konter, Ashtabula, Ohio (\$284.25); Jessie Richards, Erving, Mass. (\$269.50); Lena Frutchey, Scranton, Pa. (\$266.75); Sylvia Smith, Canton, Ohio (\$262.00); Anna Reynolds, Waynesburg, Pa. (221.50).

JUNIOR GIRLS' CONTEST.

First Prize of \$50.00, Florence Fichter, Philadelphia, Pa. (\$1,035.00); Second Prize of \$25.00, Helen Smith, Dupont, Pa. (\$666.00); Third Prize of \$15.00, Helen Topping, Florence, Kans. (\$598.68); Fourth Prize of \$10.00, Esther Gustapson, Rockford, Ill. (\$510.00); Fifth Prize of \$5.00, Hilda Bechtold, Lebanon, Pa. (\$471.00); Consolation Prizes of \$2.00 each: Beatrice Keeley, Congo, Ohio (\$442.75); Fern Lucas, Timewell, Ill. (\$440.00); Katherine Foy, Girardville, Pa. (\$334.25); Marguerite Daniels, Charleston, W. Va. (\$320.00); Minnie Humphrey, Galesburg, Ill. (\$278.00); Josie Van Alstine, Detroit, Mich. (\$256.00); Florence Lenhart, Reading, Pa. (\$233.53); Mabel Beatty, Barnhill, Ohio (\$208.25); Wynona Provins, Uniontown, Pa. (\$201.77); Flossie Anderson, Tottenville, N. Y. (\$193.25).



1. REBUS.



2. ENIGMA.

The Larkin Girls' Cozy Corner
 Contains the strangest things ;
 Three farm implements used by hand
 And bugs with ugly stings.
 Two dangerous wild beasts are there,
 A creature all despise,
 Three playthings which are used by boys,
 Are right before your eyes.

3. HIDDEN PROVERB.

Oh ! Save my little kitty, do,
 I'll give you all I've got.
 No act of mine shall cost his life,
 Which was so dearly bought.
 He adds such pleasure to my life ;
 No other fills his place.
 With his value you will find
 A Proverb in this case.

To every boy or girl sending us the correct solution of Nos. 1, 2 and 3, before February 15th, 1905, we will mail, free of charge, one box of Rose Sachet Powder. Address Editor THE LARKIN IDEA.

The solutions will be published in THE LARKIN IDEA for March. Solutions will not be acknowledged by letter ; corrections or other alterations will not be permitted after solutions have been submitted.

SOLUTIONS TO NOVEMBER PUZZLES.

1. REBUS.

One can depend upon Larkin Co.,
 For no advantage will they take;
 And you'll always be delighted
 With everything they make.

2. REBUS.

You can decorate your home with ease
 And almost no expenditure
 By selling Soap from Larkin Co.,
 And earning handsome furniture.

3. OBLIQUE SQUARE.

H
 b O x
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 A s s u r a n c e
 H O N O R B R I G H T
 r e f e R e n c e
 v a r I e t y
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 T

WHERE BABIES ARE NEVER WASHED

A traveler from Russia says that Russian babies in Siberia are not very attractive. And when he tells us one of the reasons, we do not wonder at his thinking so.

He says that one day he noticed in one of the houses a curious bundle on a shelf; another hung from a peg in the wall, and a third hung by a rope from the rafters; the child in the swinging bundle was the youngest.

The traveler looked at the little baby, and found it so dirty that he exclaimed in disgust: "Why do you not wash it?"

The mother looked horror-stricken and ejaculated: "Wash it? Wash the baby? Why, it would kill it!"

What a happy country Russia must be for some boys! They would never hear "Wash your face and hands,"

or "Have you brushed your hair?"
 —*Lutheran Observer.*

THE PREMIUM BABY.

BY ALLENE HALL.

Mamma'd furnished, for the kitchen
 And the parlor and the hall,
 Many things of use and beauty,
 And she'd worked and earned them
 all

Selling Soap that's made by Larkin,
 Till no wonder little May
 Thought when more new things were
 wanted

They would have to come that way.

Grandma came to her one morning
 With the strangest news to tell:
 There had come a baby sister

In that home of theirs to dwell.

For a moment May was speechless

With surprise; then, earnestly—

"Did it come from Larkin, Grandma,
 As a Premium?" queried she.

EMPLOYEES HAD MERRY CHRISTMAS.

Larkin Co. prepared a Rare Treat for its Clerical Force.

A Pleasing Entertainment.

After it followed the Distribution of Gifts by Santa Claus, who had an Automobile.

Happiness was the theme and prevailing spirit at the Christmas entertainment of the clerical employees of the Larkin Co. held on the third floor of one of the new factory buildings yesterday afternoon. It was manifest on every side: in the faces of the young women and men and in their every action. Never was a more happy gathering, and it showed plainly the bond which exists between the employees of the Larkin Co. and the management. The entertainment was prepared for weeks in advance, and went off without a hitch in the program. More than six hundred were in attendance, young women being greatly in the majority. The arrangements for this, the first entertainment of its kind ever given by this great establishment, were made by William R. Heath, general office manager, and Charles R. Wiers, chief correspondent.

Opening Remarks.

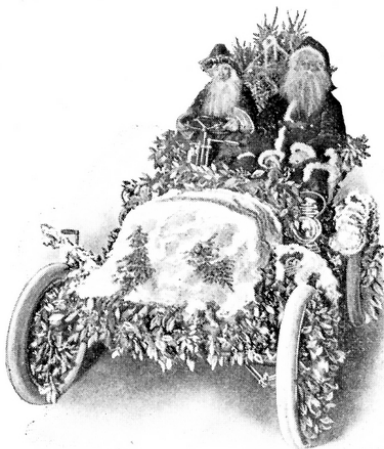
The entertainment opened with an address by Mr. Heath in which he dwelt upon the strong ties which exist between the employers and employees. He said that this was the first time the entire working force met under one roof other than

at work, and said that this mode of procedure would continue in years to come.

Then followed musical numbers and recitations and more addresses. Upon the platform were John D. Larkin, president of the company; D. D. Martin, secretary, and the Rev. R. V. Hunter and Mr. Heath, who acted as master of ceremonies. Both Mr. Larkin and Mr. Martin, in response to prolonged applause, were compelled to deliver short addresses. The Rev. R. V. Hunter also spoke. His subject was "Happiness." His address was bright and pithy and when he became serious was full of words of wisdom.

A Pleasant Surprise.

Then came one of the surprises of the day. A horn tooted. It closely resembled the horn of an automobile. The large audience at once became alert and looked in the direction from which the sound came. It was an automobile horn, and it was attached to a real live auto.



THE LARKIN SANTA CLAUS.

There was another toot, a succession of "chugs" and the auto circled the mammoth room. In it were seated Santa Claus and his chauffeur. A few circuits of the room were made amid immense cheering and hand-clapping and then Santa stopped his machine in front of the platform.

He alighted and then began the distribution of gift packages to every employee in the room. Santa distributed them with a kind word and "A Merry Christmas" to everyone present. This Santa Claus was Albert Stout, an employee of the firm and

everyone voted him and his backers as the best on earth.

Another Surprise.

Following this came another surprise. It was the greatest surprise of the day. Mr. Heath called for silence, and then read a list of names of young women employees. Then he stated that those same young women were the honor roll and that during the year they had shown in the work the greatest efficiency, loyalty and amiability. These girls were given words of praise and presented with beautiful bouquets of carnations and roses. Those on the honor roll were Jean Adams, Belle Jackson, Susan Minnis, Ella J. Woodring, Lillie E. Hills, Theresa M. Wieman, Ida T. Brennan, Mrs. Jessie Ashdown, Anna S. Bellis, Harriet K. Isch, Margaret M. Cavanaugh, Sarah E. McCormick, Olive S. Wallace, Minerva Grant, Lottie R. Mutchler, and Elizabeth M. Prange. The entertainment then closed with the entire audience rising and singing "America."

The mammoth room in which the entertainment was held was gaily decorated with "Old Glory," palms, holly, evergreen and other Christmas emblems, and made a most charming appearance.

The other employees of this great concern were not forgotten. The married men employed in the factories were given turkeys and the single men and the women were remembered with gift packages.

Following is the program given:

PIANO DUET.

Miss Sadie Emmons and Mr. Mudge.

SOLO—"O, Holy Night."

Miss Bisbee.

RECITATION—"Poetical Courtship."

Miss Mutchler.

SONG—"The Lost Chord."

Young Ladies' Quartet.

Miss Coates, Miss Fitzgerald,

Miss Bisbee, Miss Wells.

SOLO—"My Dreams."

Harry J. Fellows.

ADDRESS—"Happiness."

Rev. R. V. Hunter.

SONG—"Welcome to Christmas."

Entire Gathering.

SONG—"America."

Entire Gathering.

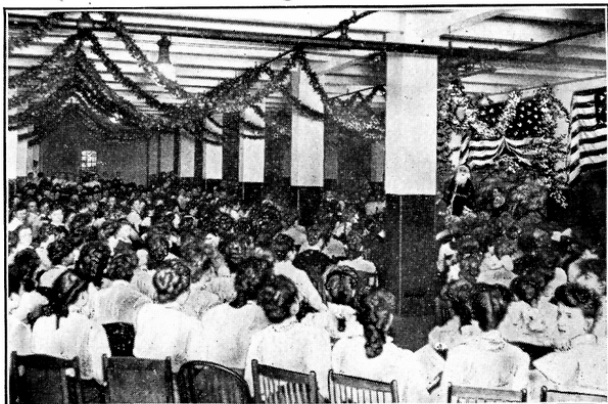
Accompanist, William Gompf.

—*Buffalo Times.*

CHRISTMAS AT THE LARKIN BRANCHES.

While all this merriment was in progress at the main office in Buffalo, the Branches in Peoria, New York, Boston, Philadelphia and Pittsburg were bubbling over with the Christmas spirit.

Gifts were sent by Larkin Co. to its employees in the Branches and cordial Christmas greetings were exchanged.



THE LARKIN CHRISTMAS CELEBRATION, SHOWING PART OF THE ASSEMBLY ROOM.

The sentiments of all those who assist in perpetuating the Larkin Idea are pointedly expressed by the Branch Manager at Peoria, in a letter to the home office, in these words: "We believe it is the sort of spirit that will tend more than all else to make the Larkin Co. greater than all others. Where there exists such a feeling between employer and employee, but one result can follow; that is, success in its fullest measure."

Never have there been more unmistakable evidences that this spirit exists in fact and not in word only, than during the past Christmas festivities.

A TRUTHFUL SEERESS.

BY ELLEN M. TAYLOR.

Miss Belinda, bathed in tears,
Full of maiden hopes and fears,
Sought out Chloe, black and old,
Just to get her fortune told.

Chloe's wrinkled face the while
Wore a broad and shiny smile.
"How's you, Miss Belindy, chile?
Whar you been this greates' while?

"So you's quar'l'd wid Mastah Joe,
An' you up an' tole him 'Go!'
Nevah mine, deah, don' you fret;
Mastah Joe come back, you bet!

"Chloe's got a charm for you
Sure to make your lover true.
Miss Belindy, see dat chair?
Ain't that handsome? I declare!

"Wid dat chair I got for true
Somethin' I'm goin' give to you.
Here it is—Modjeska Cream—
Make you boo'ful as a dream.

"You wants your complexion right?
Put it on your face at night.
Then with Larkin Boraxine
I'll keep all your dresses clean.

"You jes' wear your gran'ma's lace
An' keep smilin' all your face.
You min' now what Chloe say—
Mastah Joe can't stay away."

Newest Larkin Products

*that may be included
in an order for Larkin
Soaps.*

Larkin Quinine Hair Tonic,	
4-oz. bot.,	25c
Larkin Potash or Lye, 1-lb. can,	10c
Larkin Gloss Starch, 3-lb.	
carton,	20c
Larkin Ball Blue, ¼-lb.,	10c
Puritan Pure Chocolate,	
Sweetened, ¼-lb.,	10c
Puritan Pure Chocolate,	
Unsweetened, ½-lb.,	25c
Puritan Pure Cocoa, ½-lb.,	30c
Larkin Vanilla Flavoring Extract,	
2-oz. bot.,	30c
Larkin Lemon Flavoring Extract,	
2-oz. bot.,	25c
Larkin Orange Flavoring Extract,	
2-oz. bot.,	25c
Larkin Almond Flavoring Extract,	
2-oz. bot.,	25c
Larkin Rose Flavoring Extract,	
2-oz. bot.,	25c
Larkin Celery Flavoring Extract,	
2-oz. bot.,	25c
Larkin Wintergreen Flavoring	
Extract, 2-oz. bot.,	25c
Larkin Essence of Peppermint,	
2-oz. bot.,	25c
Larkin Essence of Jamaica	
Ginger, 2-oz. bot.,	25c
Larkin Liquid Dentifrice,	
2-oz. bot.,	25c
Larkin Petroleum Jelly,	
4-oz. jar,	10c
Larkin Rosewater and Glycerine,	
2-oz. bot.,	15c
Larkin Liquid Stove Polish,	
8-oz. can,	10c

*Others are in prepara-
tion, to be added soon.*

Larkin Church Aid Dept.

DEBT IS A BURDEN—PAY IT OFF.

***WE INVITE** correspondence from customers and Church Societies desiring to tell others their method of raising funds by selling the Larkin Products. These experiences will prove interesting and helpful. Address:*

Larkin Co.

Church Aid Dept., BUFFALO, N. Y.

We wish all Larkin Church-Aid Societies a happy and successful New Year. No doubt many Societies will make good resolutions at the beginning of this New Year. One that can be profitably kept is to adopt the Larkin Church-Aid plan of raising money for church purposes.

Whether in debt or not, churches are in constant need of money. Missions, the poor, the Sunday School Library and many other exigencies continually make demands upon church funds. Ladies'-Aid and other Societies will find the Larkin Church-Aid plan a simple, practical and effective way to help fill the treasuries.

WHAT THE PLAN IS

The plan is to evolve a continuous sale of Larkin Products on a co-operative basis, by a Church-Aid committee, one half of the receipts going to the church.

The Larkin Factory - to - Family price of \$20.00 worth of Larkin Products is \$10.00. Of every dollar's worth of goods sold by the committee, the church receives fifty cents; or \$10.00—one hundred per cent. profit—on every \$20.00 worth sold.

A NOTABLE EXAMPLE

One Society of one hundred members recently wrote us that they will send a \$100 order every month, each paying \$1.00. Let us see what this will net the church, each member having received his dollar's worth of Larkin Products, and the balance, including presents-for-cash and Products received in lieu of Premium Certificates, being sold for the church: For \$100 cash we send \$200 worth of Larkin Products as selected. With each \$10.00 assortment ordered we give, as a present-for-cash, an extra fifty cents' worth of Products, \$10.00 worth in all. With every \$10.00 cash club order from a regular customer we give a Certificate Premium or \$2.00 worth of Products, which is \$20.00 worth on this order. The total value of goods sent for \$100 cash will be \$230, which when sold to the members or to others will add the splendid sum of \$130 a month to the church treasury.

Can any Society ask for a more profitable investment?

Pay Off That Debt

**Church Societies Assisted
by the**

**Larkin Church-Aid
Plan**

Highly commend it as an easy and effectual
way to raise Church Funds.

Ask about it.

Larkin Co.

Church Aid Dept., Buffalo, N. Y.

A NEW LARKIN PRODUCT

LARKIN QUININE HAIR TONIC

LARKIN QUININE HAIR TONIC MAY NOW BE INCLUDED IN
AN ORDER FOR LARKIN SOAPS AND PRODUCTS.

Price per 4-oz. Sprinkler-top bottle, 25 cents.



A PURELY vegetable tonic that will remove dandruff, stimulate the growth of the hair, prevent its falling out, and restore and maintain a healthful condition of the scalp.

Larkin quality insures satisfaction.

Chemists,

Larkin Co.

Buffalo, N. Y.

Established, 1875.